London N. Breed, Mayor
Philip A. Ginsburg, General Manager

DATE: November 18, 2024
TO: Members of the Board of Supervisors
FROM: San Francisco Recreation and Park Department (RPD)
RE: Embarcadero Plaza and Sue Bierman Park Improvements Project

PROJECT BACKGROUND

Embarcadero Plaza, created in 1972 as a pedestrian refuge from the Embarcadero Freeway, and Sue Bierman Park, added in 1992 after the freeway's demolition, have long been central gathering spaces for San Franciscans. However, the plaza became disconnected from the Bay and its views, leaving its full potential untapped.

Now, with downtown evolving from a place of necessity to a destination of choice, we have a chance to reimagine the plaza. Recent events include: concerts, theater, and pop-up activities—have showcased its vibrancy.

Thus, a new partnership was proposed by BXP Embarcadero Plaza LP (BXPE) to the city agencies: RPD, Office of Economic & Workforce Development (OEWD) and the SF Downtown Partnership (nonprofit community benefit district). **BXP proposed a general preliminary design plan that would reimagine and reinvigorate Embarcadero Plaza and Sue Bierman Park and also offered to support that plan with partial funding of a project.** This project aims to reconnect the plaza to the waterfront, restore its role as a community hub, and enhance Sue Bierman Park, which serves 1,000 local children and families.

LEGISLATION

In early December, file no. 241095 Accept and Expend Grant and Grant Agreement - BXP Embarcadero Plaza LP - Embarcadero Plaza and Sue Bierman Park - $12,500,000, will be heard in the Budget and Finance Committee.

The Accept & Expend Grant and Grant Agreement will:

- **Formalization of the Relationship**: between BXPE, the Downtown Partnership, RPD and OEWD to design and renovate Embarcadero Plaza and Sue Bierman Park.
- **Project Structure:** Creates a Project Governance Team with representatives from RPD, OEWD and BXPE and the Downtown CBD. This team will guide the project, but RPD retains final decision-making power on park design and usage per Charter authority.

TOTAL PROJECT BUDGET: The project costs between $27.5 million and $32.5 million, with private funding covering 38% to 45%, depending on the final budget. Please see attached agreement for more details.

COMMUNITY ENGAGEMENT
Once final approval from the Board of Supervisors, we will begin public outreach to ensure the park design aligns with city goals and community needs.

PRELIMINARY PROJECT PLAN (see below)